



## **California Energy Commission NEW SOLAR HOMES PARTNERSHIP**

### **Marketing Support Available for Production Home Builders\***

*Refer to the Builder Outreach Kit for specific eligibility requirements to become a  
Platinum, Silver, Gold, or Bronze builder*

#### **Partnership Participation Levels and Promotional Support**

In addition to rebates, the Energy Commission is offering promotional and advertising support to production home builders that partner with the New Solar Homes Partnership (NSHP) campaign. There are four levels of partnership benefits available: Platinum, Gold, Silver, and Bronze. As the marketing support chart shows, Platinum-level partners are builders that feature solar as a standard feature throughout their development and exceed energy efficiency standards by 35 percent (Tier 2) or more. Platinum partners receive the highest level of marketing support from the NSHP campaign.

#### **Eligibility Requirements for NSHP Campaign Marketing Support**

To qualify as a partner in the NSHP, builders must meet these basic requirements:

1. Ensure the location of the development will receive electric service from an eligible investor-owned utility — Pacific Gas & Electric (PG&E), Southern California Edison (SCE), San Diego Gas & Electric (SDG&E), or Bear Valley Electric (BVE). If your development is in another electric utility's region, please visit [www.GoSolarCalifornia.org/builders](http://www.GoSolarCalifornia.org/builders) for additional information.
2. Exceed Title 24 Building Energy Efficiency Standards by either 15 percent (Tier 1) or 35 percent (Tier 2).
3. Order or download the NSHP Guidebook from the Energy Commission for eligibility requirements and program information that allows you to apply for a reservation and a claim rebate.
4. Contact your local investor-owned-utility for details on submitting and mailing your application for review.
5. Once you have submitted a completed NSHP application that has been approved by the investor-owned utility, refer to the Builder Outreach Kit Marketing support table for specific eligibility requirements on how to become a Platinum, Silver, Gold, or Bronze builder. [www.gosolarcalifornia.org/builders/marketing\\_resources/index.html](http://www.gosolarcalifornia.org/builders/marketing_resources/index.html)
6. Contact Edelman public relations at [renewables@edelman.com](mailto:renewables@edelman.com) to begin the process of promoting your NSHP development and benefiting from the available marketing benefits listed below in the table.

If you have any questions, please call the California Energy Commission's Media and Public Communications Office for assistance at 916-654-4989.

<b>Marketing Support Benefits available for Production Home Builders*</b> <i>Refer to the Builder Outreach Kit for specific eligibility requirements to become a Platinum, Silver, Gold, or Bronze builder</i>					
ITEM	Bronze	Silver	Gold	Platinum	ACTION
Listed as solar-friendly community on GoSolarCalifornia.org	X	X	X	X	California Energy Commission will add the new community to the list of NSHP communities on the Go Solar California website, including builder and community name, location, live link to builder website and contact number.
Assistance in training sales personnel about the benefits of solar	X	X	X	X	California Energy Commission will provide technical staff to educate sales staff about the benefits of energy efficiency and solar systems in new home construction.
Ability to co-brand and produce information materials from the NSHP campaign**	X	X	X	X	Edelman will contact the PR/marketing departments of enrolled builders to secure builder and NSHP community logo and contact information, website links and other information required to fulfill marketing support at the enrolled level. Edelman will provide PR/marketing departments with a list of the benefits and co-branding opportunities available at the enrolled level.
Standard NSHP language in press releases about new solar communities		X	X	X	Edelman will provide solar-related facts and an approved standard paragraph about the NSHP.
Recognition plaques for sales office		X	X	X	California Energy Commission will provide one NSHP plaque per builder to recognize the builders commitment to energy efficiency and solar in new construction.

ITEM	Bronze	Silver	Gold	Platinum	ACTION
Featured on an interactive map of solar home communities on GoSolarCalifornia.org		X	X	X	California Energy Commission will add the approved community to the map of NSHP communities on the website, including builder and community name, location, live link to builder website and contact number.
Featured in consumer brochure with map depicting location of development**		X	X	X	Edelman will include community location and builder logo on consumer brochure insert including builder and community name, location, website address and contact number, as updated (currently projected for quarterly updates).
California Energy Commission quote in builder press releases announcing community ground breaking and opening – will include NSHP seal			X	X	Edelman will provide approved quote from the Energy Commission in addition to standard NSHP paragraph and solar-related facts. -Edelman will provide the digital 'California Sun Certified Energy Efficient Home' seal for inclusion in the builder's print and electronic event outreach.
Solar sweepstakes kiosks located at development offices**			X	X	Edelman will coordinate with Clear Channel Media to provide sweepstakes kiosks at NSHP community development offices, as available.
Tailored California Energy Commission quote in builder press releases				X	Edelman will provide approved quote from the Energy Commission about the new NSHP community in addition to standard NSHP paragraph and solar-related facts.
Featured on a rotating basis on NSHP website banner				X	California Energy Commission will add image of new development and builder logo into rotating NSHP Go Solar California website banners with live link to builder website.

ITEM	Bronze	Silver	Gold	Platinum	ACTION
Assistance with local media outreach to promote new development grand opening**				X	Edelman will coordinate individual media outreach with builder PR/marketing department. -May include: direct local print and broadcast outreach for event coverage, assistance securing feature stories or long-lead publications.
California Energy Commission representative to attend grand opening***				X	California Energy Commission will provide a representative to attend development opening event, upon receipt of formal request through Edelman.
New Solar Home development named on a rotating basis on radio commercial tags**				X	Edelman will coordinate local market radio tags with Clear Channel Media to promote the new development opening.
Event including radio station live remote for new development grand opening**				X	Edelman will coordinate one local radio station live remote per builder for each development opening through Clear Channel Media.

\*Upon approval of individual NSHP applications.

\*\* Marketing support for builders is available through the NSHP Public Awareness Campaign that is scheduled through December 2009. Certain marketing benefits will not be available after this date.

\*\*\*Subject to available Energy Commission resources.